

Kelston's Local SEO

According to Moz “The best places to rank for local businesses are primarily within Google's local search ecosystem, often referred to as the "Map Pack" or "Local Pack," and the associated Google Maps results. But that's not the only thing you need to think about. Local businesses also benefit significantly from appearing prominently in localized organic search results and on local review sites. As AI results and LLMs become more popular for discovery, accuracy, and consistency remain paramount to ensure your business is accurately represented in the many places your customers are searching.” (Moz, 2025) Kelston is a bit mysterious when it comes to the local search with no specific business location on Google Business profile. It is just a collection of five-star reviews by five people. This is something that can be more delved into and analyzed. This is just the tip of the iceberg but something this paper will be delving into.

When people search “near me” and are seeking services Kelston needs to be giving as much of a presence as possible to prioritize local results. This can do much more than just foot traffic but also help to better define online credibility and reputation. Local SEO can help with many things including but not limited to: “better online visibility, more foot traffic, tap into local shopping boom, established position of thought leadership, enhanced trust levels, more sales, improved conversion rates, and targeted web traffic and more calls/visits from maps users” (Banks, 2025)

Who is Kelston

Kelston is a marketing agency based in Southlake, Texas that offers both marketing and branding services. The target market for Kelston is entrepreneurs and mid-large sized businesses. Kelston has had projects done for clients such as interior designers, hotels, consumer brands and more. Kelston serves both clients in Southlake, the Dallas area and nationally

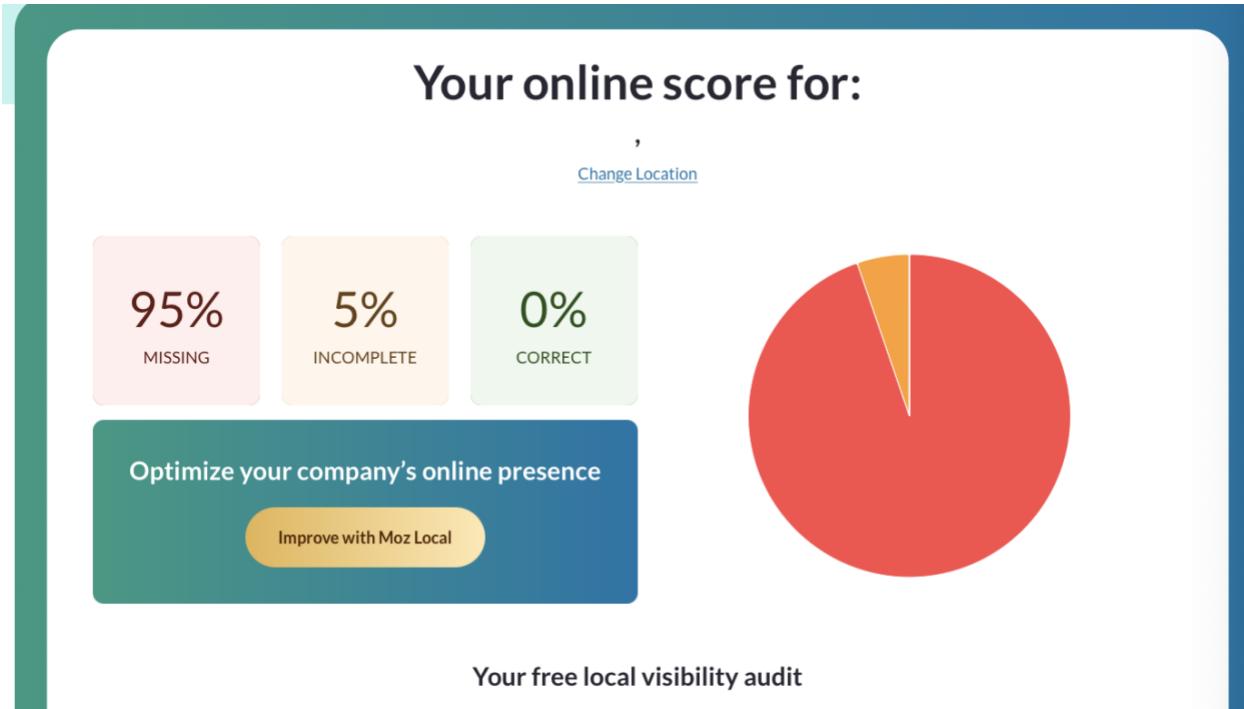
When searching for “Southlake Branding Agency” Kelston has room to improve. First is a sponsored ad by Kreative Media then is a scroll down list. Kelston is at the bottom of the fold on this list, being number ten which you do not see unless you scroll down. Looking at this Kelston has room to improve to be found on the SEO ranking. Kelston may consider really digging in to push SEO on a variety of sites including Yelp, Bing and more by getting more links and providing more information to Google about the Kelston Business.

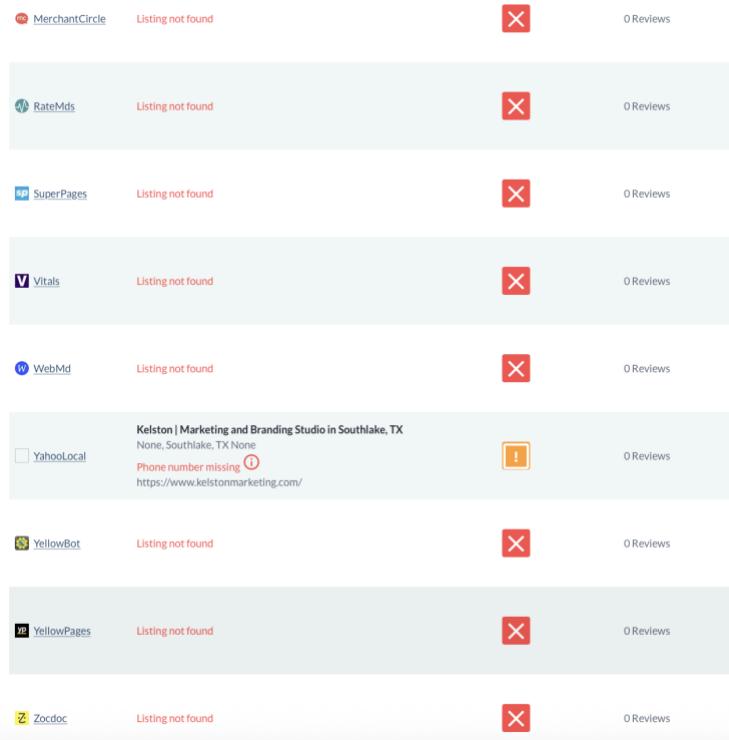
Sponsored :			
Kreative Media		WEBSITE	DIRECTIONS
4.2 ★★★★★ (5) · Marketing agency			
Irving, TX			
Closed · Opens 8 AM Mon · (281) 884-2517			
Award Winning Agency			
Visit Site · kreative-media.com			
Brandstorm Creative, LLC		WEBSITE	DIRECTIONS
5.0 ★★★★★ (11) · Marketing agency			
7+ years in business · 18.8 mi · 550 Reserve St Ste 190			
Closed · Opens 9 AM Mon · (817) 944-7400			
Mallard Agency		WEBSITE	DIRECTIONS
4.6 ★★★★★ (13) · Branding agency			
20.5 mi · 1363 Brumlow Ave			
Closed · Opens 9 AM Mon · (214) 233-6584			
“We could not be happier with the work provided by the Mallard team.”			
Tradition Agency		WEBSITE	DIRECTIONS
4.9 ★★★★★ (45) · Marketing agency			
3+ years in business · 20.3 mi · 2275 E Co...			
Closed · Opens 9 AM Mon · (214) 533-6876			
“They pay great attention to detail and were very easy to work with!”			
2020 Companies		WEBSITE	DIRECTIONS
4.3 ★★★★★ (399) · Marketing agency			
30+ years in business · 16.3 mi · 1900 W K...			
Closed · Opens 9 AM Tue · (817) 490-0100			
“Great, flexible job.”			
Ardent Creative Inc			
5.0 ★★★★★ (24) · Marketing agency			
20+ years in business · 18.8 mi · 550 Reser...			
Closed · Opens 8:30 AM Mon · (817) 348-9...			
Onsite services · Online appointments			
Robinson Creative Inc			
5.0 ★★★★★ (1) · Advertising agency			
25+ years in business · 20.2 mi · 930 S Ki...			
Closed · Opens 9 AM Mon · (817) 748-5057			
Lucid Creative Co.			
5.0 ★★★★★ (17) · Marketing agency			
5+ years in business · 20.3 mi · 1205 S Whi...			
Closed · Opens 9 AM Mon · (817) 925-2648			
“Their team is a pleasure to work with, and you won’t be disappointed.”			
Logo Design Valley			
4.2 ★★★★★ (25) · Design agency			
3+ years in business · 18.3 mi · 950 TX-11...			
Closed · Opens 12 AM Mon · (844) 288-3220			
“Logo Design Valley has a huge set of experiences in making top-rated logos.”			
Kelston			
5.0 ★★★★★ (5) · Branding agency			
Closed · Opens 8 AM Mon			
“I continue to recommend her highly to anyone looking for these services.”			

Moz Review

From my review of Moz, Kelston has lots of areas to improve. It cannot be found on many of the sites as far as business information goes. Moz could not even find Kelston on Google when I myself could find it. This means it may not be reaching the audience Kelston is desiring. Then while it can be found on Yahoo Local there is missing phone information. The

key to good SEO is providing all key important information then keeping accurate and up to date. The Moz ranking shows 95% information to be missing and 5% to be incomplete.





(Moz, 2025a)

Local SEO Success for Kelston

Doing good on SEO for Kelston is when the business is optimizing the Google profile, getting put into directories, managing online reviews, and adding address information. Keeping up to date with the Google algorithm and constantly improving is key.

References

- Moz. (2025, August 13). *The Essential Local SEO Strategy Guide*. Moz. <https://moz.com/local-seo-guide>

- Banks, J. (2025, February 20). *What are the benefits of local SEO?* BrightLocal. <https://www.brightlocal.com/learn/local-seo/introduction-to-local-seo/benefits-of-local-seo/#:~:text=It's%20important%20to%20keep%20the,space%20and%20make%20more%20sales.>
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